



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: Linda Dillenbeck, Vice Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: February 19, 2019

Subject: FY 2019/20 New Event Funding Programs

As part of the annual commission's evaluation of the city's tourism event funding programs, staff is conducting an in- depth review of the New Event Funding program.

On November 30, 2018, staff met with event stakeholders to discuss and review the New Event Development Fund program objectives and criteria. The following questions were presented and discussed:

Event Type

- 1) What type of events should the city be focused on sponsoring and are there types we should not be considering?
- 2) Should event funds be used for creating events or should they be used for established (5-10 Years) events to continue their growth.

Criteria

- 1) Should the scale of the event be considered as well as event growth ratio each year (attendance, budget)
- 2) Should room nights become a standard requirement? How do we measure?
- 3) Should we consider event development multiple year contracts? If so for how long?

Funding Amount

- 1) Funding eligible requirements - What can the funds be used for-marketing or event production?
- 2) Should we consider a direct dollar marketing requirement? Events receive half what they spend on marketing
- 3) Should funding levels be reduced or increased and should there be minimum and maximum funding levels

General Feedback on Process

- 1) Funding approval process How is it?
- 2) Post event requirements How is it?

The attached meeting summary provides potential New Event Funding Program considerations and enhancements.

Next Steps

Following TDC discussion and additional considerations, staff will present the New Event Funding Program recommendations along with additional event funding program considerations at the March and April TDC meetings.

**Summary Notes Event Producer Meetings
December 30, 2018**

Event Types

Anything New

Cultural

Strange/One offs Example Mac -n- Cheese

More Drivers- Hispanic, LGBT, Italian, Mariachi Festival, Fitness Wellness

Western

West-World – Great Location

Native American/Sporting Events

Tells the Scottsdale Story-Market Scottsdale

Events that use multiple locations throughout city

Multiple Events at One Time

Bring in Visitors to the Destination

Summer Events

Industry Events such as golf/spas should be considered

Ok to take a risk and include industry events

New events need more support

Events Not to Consider

Anything not associated with destination and drivers

Funding Creating vs Established

Both should be considered

Maybe new funding levels

Funding levels- more money needed to help start the events but also sustain the growth of events that have been around

Fund events that promote Scottsdale-marketing outside important

Funding should be for new events

3 years is long enough to determine if it will succeed

Challenge to get the event off the ground – this support is very beneficial

Established events should have different requirements, shouldn't need as much funding

Established events need funds to take next step

More event necessary to assist in making the jump to the next level (at about 3-year mark)

People expect more/major changes to events as they continue over the years

Other cities are beginning to court events away or beginning to pattern events at the same time as Scottsdale events – competition

Criteria

Events must continue to grow to get funds

Heads and beds should be part of the criteria

Economic Impact important

Consider ticking company to provide detail

Room nights should not be included

Budget scale- % age awarded budget is important

Attendance growth = tell tale sign that the event is successful

Economic impact -hotels/restaurants/merchants

Scottsdale PR should count

Needs to generate out of town visitors

Events for local don't assist with bed tax/hotel revenue

Admissions at gates help with tracking data

People counts matter

Multi day events could out-weigh the 2000 people requirement

Economy plays a role in how well events do/don't do

Events need to continue to grow=success

Needs criteria for what is deemed "in-kind"

Funding Use

Marketing - does it matter if it is sponsored, free, in-kind or paid for

Fund production because marketing is mostly in-kind

Growing events need more money year over year

In-kind marketing needs criteria

Value of marketing should be considered

Funding shouldn't matter based on in-kind or direct

Out of market depend on scale

Money towards production would especially be helpful for start ups

For an event to grow, you have to market

Don't limit it to, for example,

50% to marketing

50% to production

Can be a scale to determine percentages

Can funding be used for UBER, flights, travel, accommodations?

List it as part of the production costs

Talent is a draw

Pre-event marketing

Exposure is a value

If money is on the event production, then Scottsdale doesn't get the exposure

Production is key when you have free admission because you need something exciting once they are there

Marketing in-kind should be taken into consideration

It would be nice to include PR fees due to the amount of in-kind exposure

Funding Levels

We can always go higher – why cap it \$75,000

Talent is experience

Especially if larger events could be brought in (musical, festivals are very expensive to host)

Compared to cities Scottsdale is good due to having funding

No cap is motivation for groups to want to stay long term

If funding is increased, then additional requirements should be followed

Increase if the value is there

Budget consideration come into "play"

Remove "new" from the program title

Three Year Terms Work?

More flexibility the better

5-years is a better cap

3 is tough due to the following:

2 years to recover from a bad year

Takes a while to determine “establish”

Must expand locations over the years so it has large budgets

General Feedback

Checklist is good and liaison to assist

Add an event producer how to

Signature Scottsdale events are critical -small or big

What is going to make Scottsdale known

People take vacations around signature events